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PATENT
Attorney Docket No. 108.0003-00000
Customer No. 22882

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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|----------------------------------|---|---------------------------|
| In re Application of: |) | Confirmation No.: 6334 |
| Steven Michael Schein |) | |
| Serial No.: 09/605,695 |) | Group Art Unit: 3622 |
| Filed: June 28, 2000 |) | Examiner: Arthur D. Duran |
| For: INTELLIGENT MEDIA TARGETING |) | |
| SYSTEM AND METHOD |) | |

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

AMENDMENT

Prior to the further examination of this application and in reply to the Final Office Action of August 10, 2007, and pursuant to 37 C.F.R. § 1.114, please amend this application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 9 of this paper.

Amendment 11-13-07